

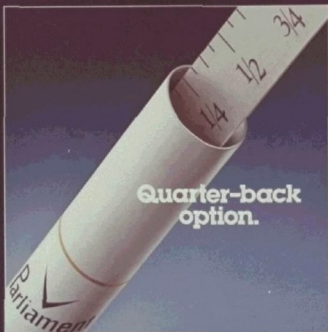
LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 1063—"QUARTER-BACK OPTION"—Req. No. 65450—Page—(37 1/4 x 9 1/4 inches)—4/C Bleed—Theater Books, 1980

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Printed in U.S.A.



Quarter-back option.

Our filter offers you an option flush filters don't.
It's tucked back a quarter-inch to keep your lips from touching
the tar that builds up on the tip.
So Parliament Lights are always tastefully light.
And never guilty of unnecessary roughness.



Available in
Soft Pack, Box
and 100's.

Only Parliament Lights has
the famous recessed filter.

Soft Pack: 8 mg "tar," 0.7 mg nicotine—Box: 10 mg "tar,"
0.7 mg nicotine—100's: 12 mg "tar,"
0.8 mg nicotine av. per cigarette, FTC Report Dec '79.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



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